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CONSUMER TIME

C762

OUR FOOD SUPPLY

cop 3  
NETWORK: NBC

DATE: April <sup>21</sup>~~14~~, 1945

ORIGIN: WRC

TIME: 12:15-12:30 PM- EWT

(Produced by the War Food Administration, this script is for reference only and may not be broadcast without special permission. The title CONSUMER TIME is restricted to network broadcast of the program...presented for more than eleven years in the interest of consumers.)

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1. SOUND: CASH REGISTER RINGS TWICE...MONEY IN TILL
2. JOHN: It's CONSUMER TIME!
3. SOUND: CASH REGISTER...CLOSE DRAWER
4. ANNCR: During the next 15 minutes the National Broadcasting Company and its affiliated independent stations make their facilities available as a public service for the presentation of CONSUMER TIME by the War Food Administration.
5. KATE: Believe me, I'd just like to take a trip to Washington.
6. HUSBAND: And what for, may I ask, my dear?
7. KATE: I'd just like to ask a few of those food officials...first hand... what about our food supplies. Why haven't we more meat...more canned vegetables...more butter?
8. HUSBAND: Why it seems to me we have enough to eat, Katie.
9. KATE: Enough? Enough? Why Henry, you know it's like a jigsaw puzzle... trying to plan meals nowadays. Trying to figure out what food to use in place of this, and what to use in place of that...to make a so-called balanced diet!
10. HUSBAND: Well, seems to me you do well enough, Kate. I'm never hungry!  
(LAUGHS)
11. KATE: What are you laughing at?

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12. HUSBAND: Oh...at the picture of you in the War Food Administration offices in Washington...finding out answers to some of your questions about food supplies! (LAUGHS) That's a good one!  
(FADE)

PAUSE:

13. JOHN: Well, friends...not all of us can get to Washington to find out the answers in person. Though many of us might like to.  
So that's why...on CONSUMER TIME today...we're going to do just as Katie suggested! We're going to take a sort of magic carpet trip to the War Food Administration in Washington...see some WFA officials...about food.  
Since we've got a lot to hear about...we can't lose any time so...let's go!

14. SOUND: (UP ON ABOVE...STREET CAR BELL)

15. JOHN: Clang, clang goes the trolley. And we're on our way...down Fourteenth Street, in Washington, D. C., to the U. S. Department of Agriculture Building.

16. KATE: Pardon me, young man...

17. JOHN: Why what do you know, it's Kate. Got your wish and came to Washington.

18. KATE: Sure did. I suppose this is the Mall we're crossing now?

19. JOHN: Yes 'tis...there's the Capitol to the east over there...and we're practically at the foot of the Washington Monument.

20. KATE: And is that building up ahead the one?

21. JOHN: That's the one...the War Food Administration.

22. KATE: Guess we must get off here...(SHOVING THROUGH PEOPLE) Are street cars always this crowded?

23. JOHN: (LAUGH) In Washington...always. Step down. And here we are.

24. KATE: Whew! What a big building!



25. JOHN: Yes it is. And a lot goes on here, Katie. Where do you want to go first?
26. KATE: Hmmm...let's see, now. Guess I'd like to see the man who knows about meat.
27. JOHN: About meat! Now that's Mr. Sterling Newell, head of the Meat Branch! All right, follow me. (ASIDE) I might as well tell our radio listeners...that we're going to indulge in an extraordinary piece of fantasy on this program. We're going to make it seem as though you can walk right into a Washington executive office in wartime...and ask your question...just like that. Time's short, you see...so we have to skip the formality of going through secretaries and receptionists. And maybe waiting an hour....
28. KATE: Or a week sometimes, I hear.
29. JOHN: Well they've got a lot to do around here, as you know, Kate. But we've got special privilege on CONSUMER TIME. And here we are at the office of Mr. Newell, of the Meat Branch.
30. SOUND: DOOR OPENS AND CLOSE FAST
31. JOHN: And how do you do sir! Here's a CONSUMER TIME listener...who wants an answer to a question.... And that question....
32. KATE: Is...simply...well, when are we going to get more meat? I've served pig knuckles and ox tails and sweetbreads...again and again and again and again. Why can't I get a good roast of beef once in a while...at least?
33. NEWELL: Sit down, sit down, my friends. That is quite a question... so prepare for quite an answer.  
  
First place...we have a lot of beef cattle in this country...as you know. String 'em out in a line, all this cattle, and they'd reach around the world and more left over,



34. KATE: Well that sounds like plenty all right. Now please tell me why I can't have at least...
35. NEWELL: I'm coming to that. We're even slaughtering more cattle than we were this time last year. But...and here's the answer which we've heard often enough...but still can't seem to realize.
36. KATE: I know. That so much of it's going to the Army.
37. NEWELL: That's exactly right. When you've been marching all day, or firing a machine gun...or slugging forward in a tank...believe me, you want meat and plenty of it.
38. KATE: Why nobody knows that better than my son John, who's over there right now. But Mr. Newell, I hear that there's lots of meat in this country...and yet we're going to get many pounds less than last year.
39. NEWELL: Yes and here's the reason. A year ago, the Armed Forces in England and Australia were in camp. Australia was furnishing fresh meat to our men...and we were shipping fresh meat from this country. Then...the Armies went on the march. That meant MORE meat...longer supply lines. And it meant too, that we lost supply trucks in combat.
40. KATE: Yes, I see.
41. NEWELL: Then another thing...we're shipping a lot more meat to the Pacific area this year, than we were last. Our operations there are covering wider territory all the time. And our forces in the Pacific aren't getting as much meat from Australia now...because it is actually just about as quick to ship meat from the USA, to a large part of the Pacific theatre. And the answer altogether is: less meat for civilians here at home.

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*Journal of Management Studies*, 19(1), 67-80.

*Journal of Management Education* 36(7)>

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42. KATE: Now that makes it very clear, Mr. Newell.
43. NEWELL: All right and there are two other reasons for this meat situation. First...there were a lot fewer hogs raised last year. Our big shortage, you know, is in pork.
44. KATE: Oh I see.
45. NEWELL: And here's the reason that people in some areas have less meat right now. You know that the Army buys only meat that has been Federally inspected. The meat has to fit Army specifications exactly, before the Army, or Lend-Lease, or any other Government buyers can accept it.
46. KATE: Yes....
47. NEWELL: Now...this Government-inspected is the only meat which can be shipped across state lines.  
Meat which is not inspected by the Federal Government, cannot be sold outside its own state line. Did you know that?
48. KATE: Why no, I didn't.
49. NEWELL: So you see what I'm driving at? Since the Government...the Army that is, and Lend-Lease...takes over half of all the Federally inspected meat...that means that very little meat at all, in this country, can be shipped from one state to another. In other words, people who can get meat locally...meat which isn't U. S. Inspected, that is...do have more than the folks who depend on inspected meat. That's a problem of distribution ...and steps are now being taken by the Government to get this meat more evenly distributed.
50. KATE: Well...I wouldn't be the one to have to tackle that one!
51. NEWELL: (LAUGH) It's not an easy job!
52. JOHN: Now, Mr. Newell, maybe Kate here and our many CONSUMER TIME listeners, would like to know a little more about the meat that is going to the Army,

1. The first thing I noticed when I stepped out of the plane was the cold, crisp air. It felt like a fresh blanket after a long, hot journey. The ground below was a patchwork of green fields and small villages, each with its own unique charm. The sun was just rising, painting the sky in soft, golden hues.

2. As I walked through the town, I was struck by the friendly faces and warm smiles of the people. They greeted me with open arms and a genuine interest in my journey. The streets were lined with colorful buildings, each with its own story to tell. The air was filled with the scent of fresh bread and the sound of children playing.

3. I had heard that this was a beautiful place, but I didn't realize how much it would mean to me. The people here were so kind and welcoming, making me feel like I had found a new home. The food was delicious, and the scenery was breathtaking. I was in luck, as I had just arrived at the perfect time.

4. The weather was just what I needed. It was neither too hot nor too cold, just perfect. The people were so friendly, and the food was so good. I was in luck, as I had just arrived at the perfect time. The weather was just what I needed. It was neither too hot nor too cold, just perfect.

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53. NEWELL: All right. Here's something. Did you know that out of every four pounds of meat produced...a little over one pound goes to our Armed Forces?
54. KATE: My...that certainly is a lot.
55. NEWELL: Yes, and now, you know a large part of that meat is canned. When Armies move as fast as ours are moving, you can't keep up with them with shipments of fresh meat. So most of the meat the men up front have now is canned. And a lot of that is pork ...because pork keeps best of all.
56. KATE: So that's why we have more variety meats, than anything else?
57. NEWELL: Yes...the meats you mentioned before...liver, hearts, sweet-breads...and so on. And they're all very good for you, I might say!
58. KATE: Well, yes, I know that's so.
59. NEWELL: Now incidentally...even though there's going to be less beef and pork during the next few months...we will have more veal, lamb, and mutton than we had for the first quarter of this year.
60. KATE: Well that's encouraging. Whatabout chicken, now...will there be more of that?
61. NEWELL: About the same, I think...although we're asking folks to raise more chickens for meat. But here's a cheerful thought...we will have more turkey this fall!
62. JOHN: Well, that's fine and thanks very much, Mr. Newell! We've got a lot more questions to ask around the War Food Administration here...so we'd better be on our way.
63. KATE: Goodbye, Mr. Newell and thanks a lot.
64. NEWELL: (HIS GOODBYE OVER HERS)
65. SOUND: DOOR CLOSES.



66. JOHN: Well, now that ought to answer your questions on the meat situation. What do you want to know about next?
67. KATE: Second thing I want to find out about...is butter. I'd like to get the inside story on that, Johnny.
68. JOHN: Very well, Kate. Our man on that is Mr. Welden, Assistant Chief of the Dairy and Poultry Branch. Around the corner here.... room number 2975.
- Friends...I just want to remind you that we're taking a whirlwind trip around the War Food Administration...and Kate is our inquiring housewife...asking the questions about our food supply And here we are.
69. SOUND: DOOR OPEN AND CLOSE
70. JOHN: How do you do, Mr. Welden. Here's a CONSUMER TIME listener who wants an answer to a question!
71. KATE: Of course, Mr. Welden, I'm perfectly willing to go without butter...but I just simply wanted to ask...if there's any prospect of getting more any time soon?
72. WELDEN: No...not for a while yet. But on the other hand we will have more cheese and ice cream, for the next few months.
73. KATE: Oh...we will...
74. WELDEN: And plenty of milk. In fact, our milk production is increasing all the time...and we may even beat last year's record.
75. KATE: Well, that sounds cheerful enough...even without the butter!
76. WELDEN: And butter of course, is needed more and more by the Armed Forces. You understand that.
77. KATE: Oh yes I do.

I have been thinking of you very much lately.

I hope you are well and happy.

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I am sure you are.

I am sure you are.

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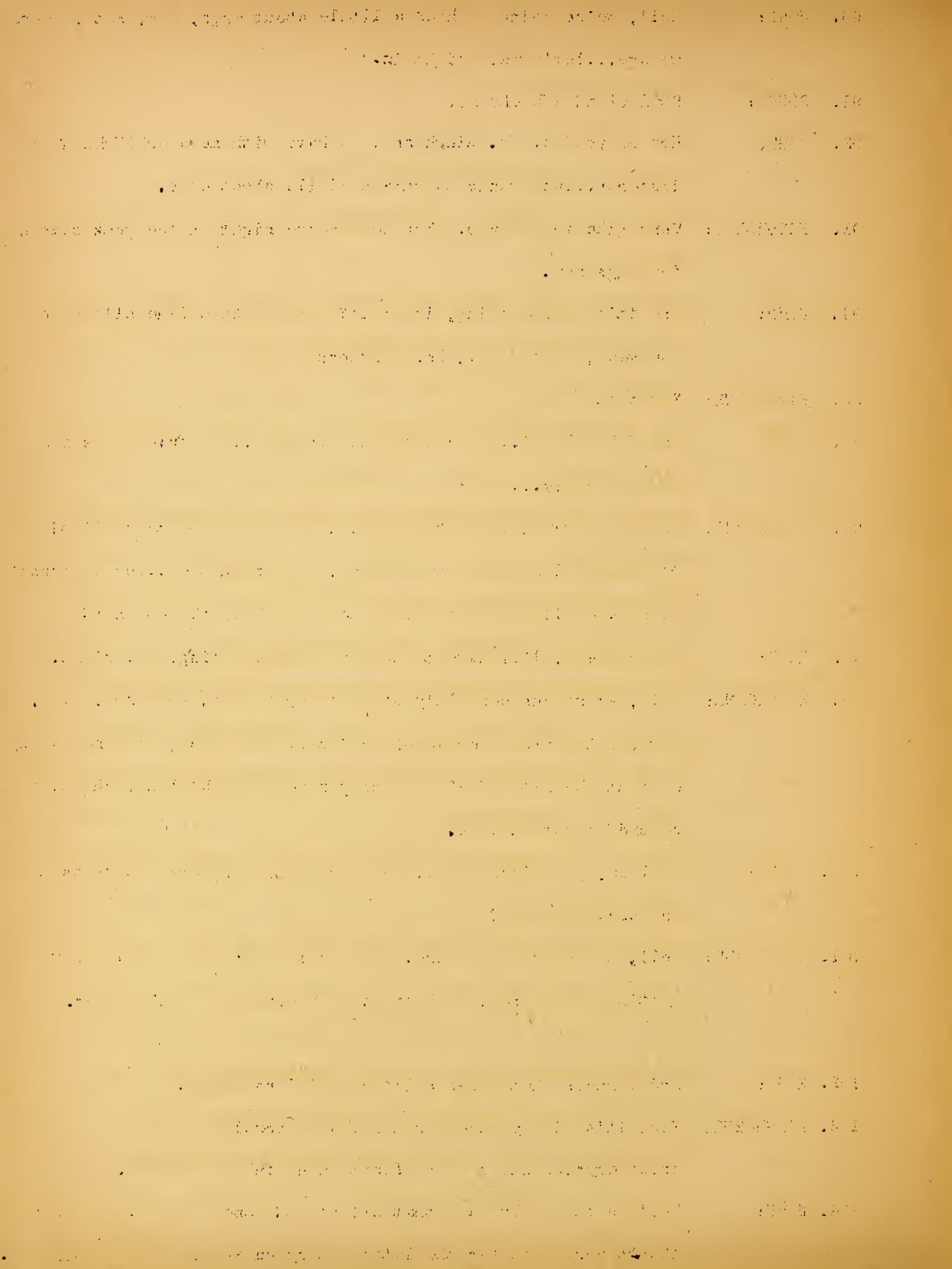
I am sure you are.

I am sure you are.

78. WELDEN: (LAUGHING GENIALLY) You know, I don't exactly blame you folks for getting excited about the food supply, in a way! I mean you hear rumors about this scarcity and rumors about that. And there's no rumor that causes quite as much excitement as the one concerning the stomach.
79. KATE: Yes I guess that's so.
80. WELDEN: Americans are so used to being the best fed country in the world...that when it looks as though the horn of plenty is slipping a little...well, we begin to worry. Now we're producing food in record-breaking quantity. But we're consuming food at a record-breaking rate. Ever think of that?
81. KATE: Oh, that's right, Mr. Welden.
82. WELDEN: And we've got just one thing to do...we've got a war to win. We're winning it with food as much as with anything else. Say did you know that Russian officials have told us that without American food they couldn't have turned back the Germans?
83. KATE: Well for goodness sake!
84. WELDEN: Yes, and the same is true of England. But look, I'm rambling on. I guess you've asked about the meat situation, haven't you?
85. JOHN: Yes, we've found out about that...
86. WELDEN: Well, I was going to suggest...that even though this is the season for smaller meat production...it is the time of year when egg production is the heaviest! Why don't you talk to Mr. Kinghorne about that?
87. JOHN: Good suggestion, and thanks very much, Mr. Welden.
- (AD LIB THANKS AND GOODBYES.)
88. SOUND: DOOR CLOSES
89. KATE: I certainly am glad to get all this first-hand information, Johnny.



90. JOHN: Well, we're going to hear a little about eggs, now, Kate. Here we are...let's walk right in.
91. SOUND: DOOR OPENS AND CLOSES.
92. JOHN: How do you do, Mr. Kinghorne. I have with me a CONSUMER TIME listener...who wants to know a little about eggs.
93. KINGHORNE: Very glad to see you. You know we're right in the peak season for eggs now.
94. JOHN: And it's a good thing, isn't it? Eggs make a fine alternate for meat, don't they, Mr. Kinghorne?
95. KINGHORNE: You bet!
96. KATE: Oh, I know that...I've often had omelet...and fried eggs for supper lately...
97. KINGHORNE: Have you ever tried baked eggs...or egg and potato scallop? Or maybe shirred eggs on spinach, egg croquettes...or eggaroni? There are all kinds of things to do with eggs, you know!
98. KATE: My goodness, I'll have to do some experimenting, all right.
99. KINGHORNE: Well, Americans certainly seem to enjoy eggs, you know, Kate. Now for the first couple of months of this year, we were eating eggs at the rate of 400 apiece per year. That beats the all-time record we set in 1944.
100. JOHN: Tell me, Mr. Kinghorne...are we sending many eggs overseas to the Army and Navy?
101. KINGHORNE: Well, I should say we are. And fresh eggs too. We are now getting fresh shell eggs right up behind the battle lines.
102. KATE: And I guess that makes a lot of soldiers happy!
103. KINGHORNE: Yes, it's mighty good for a fellow's morale...a couple of fried eggs, sunny side up first thing in the morning.
104. JOHN: Well we can understand that all right! And now, Mr. Kinghorne we'll <sup>we'll</sup> ~~thanks~~ very much for the latest story on eggs. So ~~be~~ <sup>we'll</sup> on our way.



105. KATE: Goodbye and thank you.
106. KINGHORNE: (GOODBYE ON ABOVE)
107. SOUND: DOOR CLOSES.
108. JOHN: Now what do you want to know, Katie?
109. KATE: Fruits and vegetables. Folks say we're going to be short of them.
110. JOHN: All right...here we go on our flying trip around the War Food Administration...to the office of Mr. Meyer of the Fruit and Vegetable Branch. I believe he's in...yes he is...
111. SOUND: DOOR OPEN AND CLOSE ON ABOVE.
112. JOHN: How do you do, Mr. Meyer. I have with me a CONSUMER TIME listener...who wants to know about the fruit and vegetable situation.
113. MEYER: Ah ha! Quite a question.
114. KATE: What about canned fruit, first of all?
115. MEYER: Well, we're pretty short on that, as you know...and we'll continue to be. But now we've got plenty of citrus fruits, you know. And apples and some other fresh fruits in season...which will offset shortages of canned fruit. Matter of fact, we'll have a little more fresh fruit than we had last spring.
116. KATE: My goodness...so far on our tour, Johnny...it doesn't look as if this country is starving does it?
117. JOHN: (LAUGH) Far from it.
118. MEYER: Now you wanted to know about vegetables. I don't have to tell you that the supply of canned vegetables is pretty short. And I don't have to tell you where they're going, either.
119. KATE: No....I know that the Armed Forces need more than ever this year. But what about fresh vegetables?

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120. MEYER: Now that picture's pretty good. From all we can tell now, we're coming near the record-breaking production of fresh vegetables that we had last year. May have even more beets, cabbage, cauliflower, carrots, shallots, and lettuce.
121. KATE: Well that ought to make up for a shortage of canned vegetables.
122. MEYER: Indeed it will! Now there may be fewer potatoes in some parts of the country for a while, but this doesn't promise to be serious.
123. KATE: I see...
124. MEYER: Now let me ask you something!
125. KATE: What's that?
126. MEYER: Do you have a Victory Garden?
127. KATE: Oh...why I certainly do.
128. MEYER: Well, now that's fine. Because believe me, we're counting on these Victory Gardens too. Did you know how important you were?
129. KATE: Well...my goodness, I....
130. MEYER: Yes sir, if it hadn't been for those millions of little Victory Gardens all over the USA last year, we wouldn't have near the canned vegetable supply we do right now.
131. KATE: Well, I really didn't know the few rows I planted in my back yard counted for so much.
132. MEYER: You bet they do. Just keep 'em watered, and keep the bugs off the vine...because your vegetables are more important than ever.
133. KATE: Well, Johnny...that reminds me, I'd better get back...because I'll bet anything George has forgotten to set out those tomato plants. Thanks for all you've told me, Mr. Meyer.
134. JOHN: Thanks very much...and so long.
135. MEYER: AND ALL THREE AD LIB GOODBYES.
- PAUSE:



136. JOHN: And now, friends, we're back here in the studio...after our magic carpet trip through the War Food Administration offices in Washington! Heard on today's program were Sterling Newell, Chief of the Meat Branch, E. A. Meyer, Chief of the Fruit and Vegetable Branch, Mr. William Welden and Joseph Kinghorne, Assistant Chiefs of the Dairy and Poultry Branch of the War Food Administration. They gave us the up-to-the-minute story on the food situation, from Washington, D. C.
- Next week on CONSUMER TIME, we're going to hear all about how to start a farm. Or whether to start a farm. And it's going to be interesting particularly to war veterans...and families of fighting men....who dream some day of being a farmer. Be sure to listen next week to another edition of...
137. SOUND: CASH REGISTER.
138. ANNCR: CONSUMER TIME!
139. SOUND: CASH REGISTER
140. JOHN: How your money buys a living in wartime!
141. SOUND: CASH REGISTER....CLOSE DRAWER.
142. ANNCR: CONSUMER TIME, written by Christine Kempton, is presented by the War Food Administration, through the facilities of the National Broadcasting Company and its affiliated independent stations. It comes to you from Washington, D. C. This broadcast period for CONSUMER TIME has been made available as a public service.
- This is the National Broadcasting Company.

